

Message Text

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R 091458Z MAY 77
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 543
INFO AMCONSUL ZAGREB

UNCLAS BELGRADE 2969

DEPT PASS USDOC

EO 11652: NA
TAGS: BEXP YO
SUBJ: MARKET RESEARCH VISIT

REF: USDOC 8043

1. EMBASSY WILL BE VERY PLEASED TO HAVE ROBINSON VISIT BELGRADE IN JUNE TO MAKE ARRANGEMENTS FOR TECHNICAL SALES SEMINAR ON FROZEN FOOD TECHNOLOGY AND EQUIPMENT SCHEDULED FOR YUGOSLAVIA JANUARY 1978. WE THINK IT NOT AT ALL TOO SOON TO DO THE ADVANCE WORK FOR THIS SEMINAR AND HOPE THAT ROBINSON WILL BE PREPARED TO HELP MAKE ARRANGEMENTS FOR LOCATION, SCHEDULE, FORMAT, AND BUDGET. WORKING OUT SUCH DETAILS AT THIS TIME WILL HELP INSURE BEST PREPARATION FOR U.S. PARTICIPATING FIRMS.

2. EMBASSY WILL ALSO BE PREPARED OF COURSE TO PROVIDE THE AMPLE MARKETING INFORMATION NEEDED TO RECRUIT APPROPRIATE U.S. COMMERCIAL PARTICIPANTS AND TO HELP THEM DEVELOP APPROPRIATELY TARGETED STATE-OF-THE-ART PRESENTATIONS FOR THE SEMINAR. WE HAVE ALREADY GATHERED CONSIDERABLE MARKETING DATA TO SUPPORT USDOC AGRICULTURAL/FOOD PROCESSING AND PACKAGING EQUIPMENT EXHIBIT OPENING IN A FEW DAYS AND WE THINK EXHIBIT ITSELF WILL HELP REFINE OUR DATA.

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3. PROPOSED DATES OF ROBINSON VISIT ENTIRELY ACCEPTABLE TO EMBASSY BUT MAY BE DIFFICULT TO DO BUSINESS JULY 1 WITH YUGOSLAV CONTACTS. JULY 4 IS OFFICIAL HOLIDAY IN YUGOSLAVIA AND PREVIOUS EXPERIENCE SHOWS THAT YUGOSLAVS FREQUENTLY CLOSE DOWN ON THE FRIDAY BEFORE A THREE-DAY WEEKEND. WE THEREFORE RECOMMEND THAT ROBINSON APPEAR IN BELGRADE MONDAY JUNE 27 IF POSSIBLE, BUT NOT LATER THAN

JUNE 28. SHE SHOULD DEFINITELY NOT PLAN TO COME ANY LATER
THAN LAST WEEK IN JUNE BECAUSE THERE ARE OTHER YUGOSLAV
HOLIDAYS EARLY IN JULY AND FUTHERMORE MUCH OF THE COUNTRY
BEGINS TO CLOSE DOWN FOR PROLONGED SUMMER VACATION SEASON.
YORK

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